

Racelogic win two of motorsport's most prestigious awards

Predictive Lap Timing device wins both the PMW Technology of the Year and MSA Gadget of the Year Awards 2011

The concept of predictive lap timing is not new, but until very recently racing drivers have found the traditional methods of comparing laps based on rolling distance or time too inaccurate to rely on. So the Buckingham based company designed a driver display that uses high accuracy GPS position to predict laps in real time – an innovation that has earned Racelogic not one, but two of motorsport's most prestigious awards.



Voted in as MSA's Gadget of the Year and recently selected for the PMW Technology of the Year Award in Cologne, Racelogic's predictive lap timer provides drivers and teams with the chance to see exactly where they are losing or gaining time at any place on the track. Designed for use with the Video VBOX GPS data logger, the predictive lap timer enables drivers to try out different techniques or rectify mistakes and see the results in real time, help them log consistent lap times.

Racelogic's founder Julian Thomas said: "When we first experimented with Predictive Lap Timing using GPS position, we quickly realised we were onto something big. We have never seen such a positive reaction from drivers to a new technology such as this."

Julian explained: "It works by showing the driver a constant real time comparison of their current lap with their previous best, at 0.1s accuracy. This means they can try out different techniques or lines and instantly see the effect they have on their overall time."

"It delivers professional-standard driver feedback that gives me an edge come race weekends."

MSA Magazine reader

"Racing drivers love an edge, and this system appears to give them an advantage not only in finding raw pace, but also in maintaining consistency. Many drivers now refuse to race without one, and a large number of this year's championship winners



have been using our system. One customer, whilst on the last lap, backed off slightly and then saw on the display that he was in fact going quicker, so he carried on and set the fastest lap of the race."

Andrea Toso, Technical Director of Dallara Autmobili and one of the judges on the Professional Motorsport World panel, said: "This technology represents innovation through cross-fertilization from other fields. Racelogic has been able to combine proven technology (GPS) to produce innovation to satisfy an existing need. Too often we see potentially great innovations to satisfy non-existing requirements."

With these types of systems fast becoming a permanent fixture in many front running cars, many motorsport enthusiasts are now recognising the full potential of GPS based driver aids. For more information on the benefits of using predictive lap timers visit www.videovbox.co.uk.

For high resolution images please contact marketing@racelogic.co.uk

Contact details

RACELOGIC Ltd, 10 Swan Business Centre, Osier Way, Buckingham, MK18 1TB
Managing Director: Julian Thomas Marketing Manager: Harry Nicholas
Tel: +44 (0)1280 823803



About Video VBOX: Designed for motorsport and vehicle testing, Racelogic's Video VBOX in-car video system combines a digital video recorder with up to four bullet cameras, real-time graphic overlay, stereo audio and a 10Hz or 20Hz GPS data logger in a single package. www.videovbox.co.uk
Video VBOX Predictive Lap Timing bundle now only €1,560.00 (exc. tax)

About Racelogic: Racelogic develop and manufacture electronic systems to measure, record, display, analyse and simulate data from moving vehicles. Their flagship VBOX has become an industry standard way of measuring speed, position, distance and acceleration, whilst their Video VBOX GPS video loggers are increasingly popular in motorsport.